

**MINUTES**  
*of the*  
**SANTA BARBARA METROPOLITAN TRANSIT DISTRICT**  
**BOARD OF DIRECTORS MEETING**

**DATE:** July 6, 2004

**PLACE:** 550 Olive Street, Santa Barbara, CA 93101

**MEMBERS PRESENT:** Chair John Britton, Vice Chair, Olivia Rodriguez, Secretary Brian Fahnestock, Directors Lee Moldaver, David Davis, and Interim General Manager Sherrie Fisher

**OTHERS PRESENT:** Dan Secord (City of Santa Barbara), Steve Musick, Melody Jorgensen, Marcie Brewer, Mary Haskin, Julie Guzman, Jill Bourbeau, Charles P. Hobbs, and Sharon Simkins.

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**1. Call to Order**

Chair John Britton called the meeting to order at 5:17 p.m.

**2. Roll Call of the Board of Directors**

Chair Britton noted that all Board members were present.

**3. Report Regarding Posting of Agenda**

General Manager, Sherrie Fisher, reported that the agenda for this meeting was posted at the MTD administrative headquarters and on the MTD Website last week and mailed to media of general circulation.

**4. Approval of Prior Minutes**

Director Moldaver moved to waive the reading of, and approve the minutes of June 9, 2004. Director Davis seconded the motion, Director Rodriguez abstained, motion passed.

**5. Cash Report**

The Board was asked to approve the cash report from June 15 through June 28, 2004. Director Davis moved to accept the cash report, Director Moldaver seconded, motion passed unanimously.

**6. Public Comment**

Steve Musick spoke to Calle Real Property issues. He singled out three previous board meetings of March, April, and May 2004, where Director Moldaver had requested meetings be held regarding the Calle Real property stating that at a July board meeting this issue would be discussed. Mr. Musick requested enough lead-time so he can prepare to speak at an open board meeting.

Director Davis stated that the Board would be meeting and would report back to the public at the next regularly scheduled Board Meeting on July 20, 2004.

Ms. Fisher then introduced two special guests Joe Martinez, retired Operations Manager and Al Romero, retired assistant Operations manager.

**7. General Managers Report**

Ms. Fisher reported that MTD provided additional service for the 4<sup>th</sup> of July, before and after Sparkle, with compliments to Jose Gomez, Supervisor, and Gary Johns, Manager of Operations and others for their extra hours that evening.

Union negotiations are in progress.

Overpass Road site; Ms. Fisher met with Kate Sulka and Tom Rejzek from the Santa Barbara County Fire Department. The Fire Department staff provided information regarding remediation of the property. Ms. Fisher will bring the project before a full board in the future.

South Coast Transit Priorities; Steve Maas, Manager of Planning attended the Goleta City Council Meeting and spoke during public comment about an opportunity for them to join the SCTP project. It is expected that in four weeks MTD should be on their agenda to seek approval from them. There is a scheduled meeting with South Coast Sub-Regional of SBCAG and later in the month with the full SBCAG board providing information to them. Again on the third Thursday in August, MTD will present to SBCAG board seeking the FTIP amendment.

Lee Moldaver gave recognition to Joe Martinez past Assistant General Manager and Al Romero a past "Local Hero" and safety manager at MTD.

Melvin Fountain was honored for retiring after serving the Santa Barbara community, and MTD for the past 28 years. A slide show was presented with numerous pictures from Melvin's past. Chair Britton presented many commendations to Melvin; Certificate from Congresswoman Lois Capps, Certificate of Appreciation from the Board, Director Moldaver presented a gold watch, Ms. Fisher presented a glass trophy, Hawaiian shirt and his final paycheck.

Director Davis made the motion to recognize the exemplary service of Melvin, seconded by Vice Chair Rodriguez, so moved.

**8. Closed Session**

The Board moved to closed session @ 5:48 p.m., pursuant to Government Code Section 54957, to consider a public appointment for employment, Title: General Manager.

**9. Other Business**

Board meeting re-convened at 6:18 pm.

Director Davis to explained the process used in selecting the new General Manager. He informed those present that 30 to 40 candidates had applied including many

excellent applicants. Director Davis made the motion to recognize the action of the board, and to select as the new General Manager of the Metropolitan Transit District, Sherrie Fisher. Ms. Fisher is to serve at the will of the Board at a salary of \$115,000 per year with the standard management benefit retirement package. Director Davis recognized Ms. Fisher as the first female driver 30 years ago and now as the first female General Manager. Motion seconded by Director Moldaver.

Chair Britton called for a roll call of the Board. Jim Haggerty called roll and asked for each Directors vote, the Board voted unanimously to hire Ms. Fisher.

General Manager Fisher gave her acceptance speech.

Chair Britton announced a 10-minute break

#### **10. Old Spanish Days**

Director Rodriguez introduced the agenda item #10 and Jerry Estrada, who in turn introduced Steve Maas, Manager of Planning to present a Fiesta Bus Service proposal including booster service to:

- a) Worlds of Fun Carnival, at the beach
- b) Fiesta Arts & Craft Show at the beach
- c) El Mercado at De la Guerra Plaza
- d) Santa Barbara Court House, Sunken Gardens
- e) El Mercado del Norte at Las Positas
- f) Earl Warren Showground's

Mr. Maas explained some of the equipment and manpower needs as well as the costs involved. This service is not in the current year's budget; by conservative estimates the cost would be \$5,400, with 1500 passengers generating \$1,300 in fares leaving an MTD subsidy of \$4,100 for the service.

Staff recommends that MTD operate this additional booster service.

Chair Britton then introduced Mr. Roger Perry, of Old Spanish Days. Mr. Perry spoke to the many traffic concerns surrounding Santa Barbara and Fiesta. He sees exciting crossroads here promoting Old Spanish Days, MTD and Cumulus Broadcasting.

Pat Campbell, GM Cumulus Radio, also spoke and suggested broadcasting from aboard the bus. Ms. Fisher pointed out the signage requested can be supplied without interfering with any current ad programs.

Director Davis made the motion to accept the service, Director Rodriguez seconded the motion, motion passed unanimously.

#### **11. Santa Ynez**

Ms. Fisher introduced Lynnette Coverly, Manager of Marketing. Ms. Coverly presented plans for the Santa Ynez Commuter Express Bus Service. She explained the extensive studies on existing service (Clean Air Express), and surveys taken "on line" with numerous large companies in the area. Numerous graphics were provided as

visual aids to explain information gathered. She explained the proposed fare structures of \$4 fare one-way trip, a 10-ride ticket for \$35, and a 30-day pass for \$120.

Ms. Fisher, spoke to the proposed fares and explained that Staff is not asking for action to be taken at this time. Staff will be attending a Solvang City Council meeting next week to garner support.

Steve Maas, acknowledged Paul Tumbleson for his help in planning these new routes. He continued addressing details of the service. Valley Express will have 4 daily round trips, two peak morning and two peak P.M. All trips will utilize the same 4 stops in the north county; Highways 154 @ 246, Santa Ynez, Solvang and Buellton, traveling on Highway 101 to and from the South Coast. The primary target stops are: for the "Red Trip," Hollister and Palo Alto (Raytheon all 3 sites and other large employment sites), and Downtown Santa Barbara, the "Orange Trip" is geared to the two Cottage Hospital sites as well as Old Town Goleta and Downtown Santa Barbara, the "Blue Trip," will serve as the Santa Barbara Express from Buellton to the Transit Center, the "Purple Trip," will serve UCSB, Health Campuses on Calle Real and Downtown Santa Barbara.

Director Fahnestock questioned Mr. Maas about the number of buses to be used and if they were on property. Mr. Maas responded that five vehicles would be used, one as a spare and 4 used daily, and all five are in our possession

Chair Britton asked when the busses would be fitted with Logo's, Ms. Coverly stated, shortly after Board approval for the service and design.

Director Moldaver gave commendations to the Marketing and Planning staffs, for all their hard work put forth so far. Mr. Moldaver went on to ask Ms. Fisher what was happening with our partners in the Santa Ynez Valley. Sherrie explained that a meeting is upcoming at the Solvang City Hall on July 12, 2004, to explain in detail the plans being discussed. Mr. Moldaver wanted Sherrie to remember to extend thanks to Marlene Demery (Solvang City Manager), for allowing us to park our buses in a Solvang parking lot and for Solvang's general cooperation.

Director Fahnestock said he's excited about the service but that this service under discussion is not being undertaken as an MTD need, as much as it is a response to the available funding. This will be a very expensive undertaking and Director Fahnestock will be very interested to analyzing the number of riders, and hopes we can market this well enough to capture the 81 large employers mentioned, with the significant number of employees living in the valley, and try to bring back a farebox ratio that's respectable. He feels promotion is very important, we do not want to spend precious transit funds on running mostly empty buses back and forth to the Valley when there is service already ready in place doing this and is slightly subscribed. It is imperative that we as a Board can see ridership numbers throughout this process, and that the promotion to get as many passengers on board as possible is very important.

## **12. Fuel Contract**

The Board is being asked to authorize the General Manager to enter into a contract for Ultra-Low Sulfur Diesel Fuel. Ms. Fisher introduced Jerry Estrada, acting Assistant

General Manager. Mr. Estrada explained that MTD participated in a cooperative procurement with the Los Angeles Metropolitan Transit Authority for the second time. The MTA went out with procurement for Ultra-Low Sulfur Diesel Fuel, which MTD is required to use by CARB. **BP West Coast Products** was the lowest responsible and responsive bidder. MTD anticipates it will save 2.5 cents per gallon on the fixed cost of each gallon of diesel fuel, which should result in approximately \$25,000 savings over the next two years. Staff recommends that the Board authorize the General Manager to enter into that agreement. Director Moldaver made a motion, seconded by Director Davis, motion passed unanimously.

### **13. Capital Lease**

Ms. Fisher briefly explained that the Board authorized MTD to buy 29' Gillig buses through a Capital Lease program. Mr. Estrada further explained that we would like to extend the existing 5 year lease agreement to include a spare engine, transmission, and some additional equipment related to automatic fueling, to result in about a \$27,000 increase to the total \$2.6 million dollar acquisition. Staff recommends the Board authorize the General Manager Sherrie Fisher to amend the current lease agreement with Santa Barbara Bank & Trust to include these items that were left off the original agreement. Director Davis made a motion, seconded by Director Moldaver. Director Rodriguez questioned why these items were left off initially. Mr. Estrada explained that it was an administrative error. The original agreement should have included the engine and transmission that were a part of the original procurement. Director Britton interjected that Mr. Estrada did bring this forward to the Finance Committee, motion passed unanimously.

### **14. Other Business and Committee Reports**

Director Davis explained that the Property Committee met with MTD's attorney. and plans to bring this to the Board in closed session at a special meeting. Following that it can be placed on the open agenda. Ms. Fisher requested Mr. Haggerty to schedule said closed session meeting and coordinate with all parties.

Director Fahnestock stated that the Finance Committee met and reviewed many of the items already discussed today, with the exception of the property tax shift at the State. Mr. Estrada commented on that, stating special districts were alerted a few weeks ago that MTD, as a recipient of property tax could experience a two year reduction, of 40% of our property tax revenue, (half a million dollars in operating revenue lost over a two year period.) Numerous people and other transit agencies are working in concert to link transportation to "essential services" that would result in a 3% cut as opposed to a 40% cut.

Chair Britton then took the time to congratulate our new General Manager.

Director Moldaver raised the question, regarding the hybrid buses. Ms Fisher stated transit agencies in the State of California are now able to buy hybrid-diesel-electric buses. MTD expects to budget this purchase in FY05/06

### **15. Adjournment**

Director Fahnestock made a motion, seconded by Director Davis, motion passed unanimously. The meeting was adjourned at 7:32 p.m.

Approved by Board of Directors on July 20, 2004

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Brian Fahnestock, Secretary of the Board